

RELATIONSHIP MANAGEMENT

Strategic Promotional Guide

As an Influencer, when/what you post can make a HUGE impact on an author's campaign. Thank you so much for taking the time to look over our recommended promotional plan.



WEEK BEFORE LAUNCH

(4-7 days before launch date)

- Post a social graphic to two of your most used social media platforms.
 - Examples and Recommendations:
 - “Mark your calendars! On [Date], [Author Name] is launching their book [Title].”
 - Make it personal: Talk about how you know the author
 - Include WHY their topic matters
 - “Stay tuned for a launch announcement because there will be plenty of bonuses that will be given away for free when you buy the book on launch day”
 - We recommend you include a photo of you and the author
 - OR a photo of you and the book
 - OR a photo of the author only



LAUNCH DAY

- Send an email to your following that includes:
 - WHY the author's topic matters
 - How you personally know the author with a short story about your relationship
 - Why you felt compelled to share this with your audience
 - Make sure to include:
 - Links to purchasing page
 - Mention bonuses again which can be claimed when they purchase the book
 - We recommend this email to be sent at 4:00am ET on launch day
- Additionally, we recommend you do one of the following options:
 - Option 1: Go LIVE on your favorite platform (LinkedIn, Instagram, Facebook, YouTube)
 - Interview the author LIVE or go LIVE by yourself
 - Share stories about the author (how you met, impactful moment)
 - Share the book topic, why you're excited about it
 - Drive the traffic to the author's Book Sales Page where followers can purchase and collect bonuses
 - Option 2: Social post
 - Swipe copy from the launch day email you sent to your following
 - Use sample social posts and swipe graphics from your author's Influencer Promotional page (marketing materials)
 - Post to your main feed of your most frequently used social network



POST LAUNCH

(2-3 days after launch date)

- Post one final social media post to thank your network and ask for their continued support for the launch.
 - Include purchasing links
 - Thank the audience for their attention
 - Remind people again to purchase the book and write an honest review
 - The author has worked extremely hard to get their message into the world and anything we can do to support them is meaningful work.